

Prescription Drug Card Summary

January 3, 2006

- NACo's Board of Director's approved expansion of the program on May 27, 2005, after initial success of an eight-month pilot program in 17 counties nationwide.
- Discount cards can be used by anyone on prescriptions that are not covered by other insurance, regardless of age, income, or existing health coverage.
- Family coverage with one card and unlimited use.
- There is no cost to NACo, no cost to the counties participating in the program, and no cost to the citizens using the discount card. Some counties opt to do a direct mail at their expense.
- Citizens do not have to fill out any forms to participate, and therefore, counties do not have to maintain any database of who has the cards. The cards will be given to citizens with a brochure and can be used immediately by anyone who needs it.
- Discount cards are accepted at more than 57,000 pharmacies worldwide. To name a few, Riteaid, Eckerd's, Walgreen's, Sam's Club, Farm Fresh, Walmart, Kmart, Kroger, and Target are all included.
- Average savings is about 20%, but can range from 13% to 35% on purchases at a local pharmacy and up to 50% on mail order purchases. Savings differences based on brand-named prescriptions vs. generic.
- Prescription Drug Cards are co-branded with NACo and County logos.
- Marketing is the responsibility of the County. Pre-approved promotional tools are included in the marketing kit.
- Caremark data indicates that the discount card market primarily consists of seniors on Medicare, more than 70%. Almost 20% of the market is age 40-59. Almost 60% of discount card users are female.
- Suggestions for distribution: Senior Center, clinics, churches, health and job fairs, physicians, Community Services, pharmacies etc.
- Per VACo, Charles City, Surry, West Moreland, Essex and Richmond Counties are participating. Isle of Wight, Mathews and Gloucester Counties are considering participating.
- The Discount Prescription Drug Card lists a toll free number for participants to call if they have any questions about the program.
- Once initiated, it takes approximately 8 weeks to receive the cards.
- Per Andrew Goldschmidt at the National Association of Counties, Caremark makes money by receiving a small portion of the transaction fee that the pharmacist charges as well as rebates on certain drugs. This is not corporate charity and merely a public/private alliance program. The participating pharmacy network has almost 60,000 pharmacies or 9 out of every 10 in the country. They have pre-existing contractual arrangements with the pharmacies and they have been developed over many years.

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